

FIG. 1

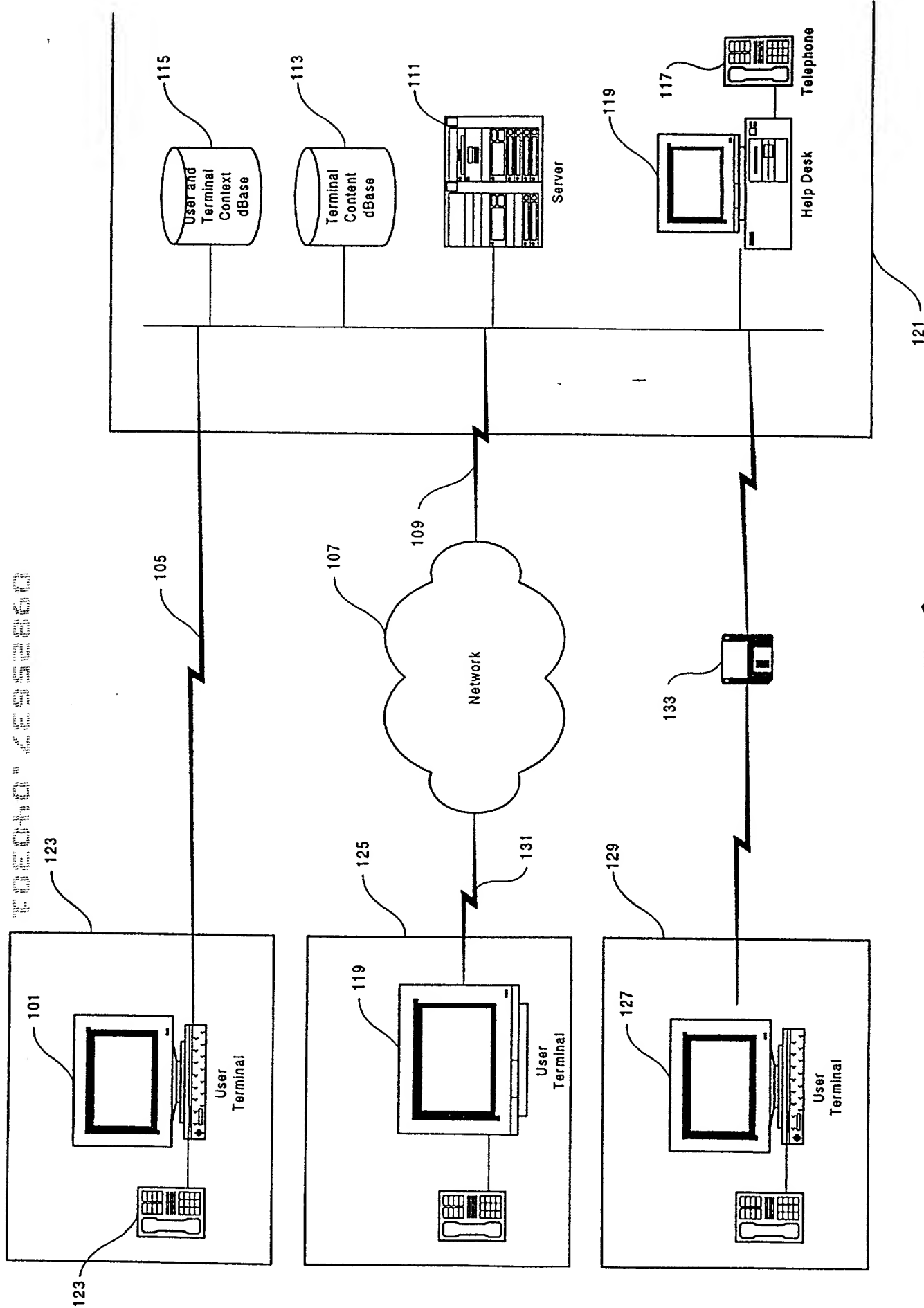


Fig. 2

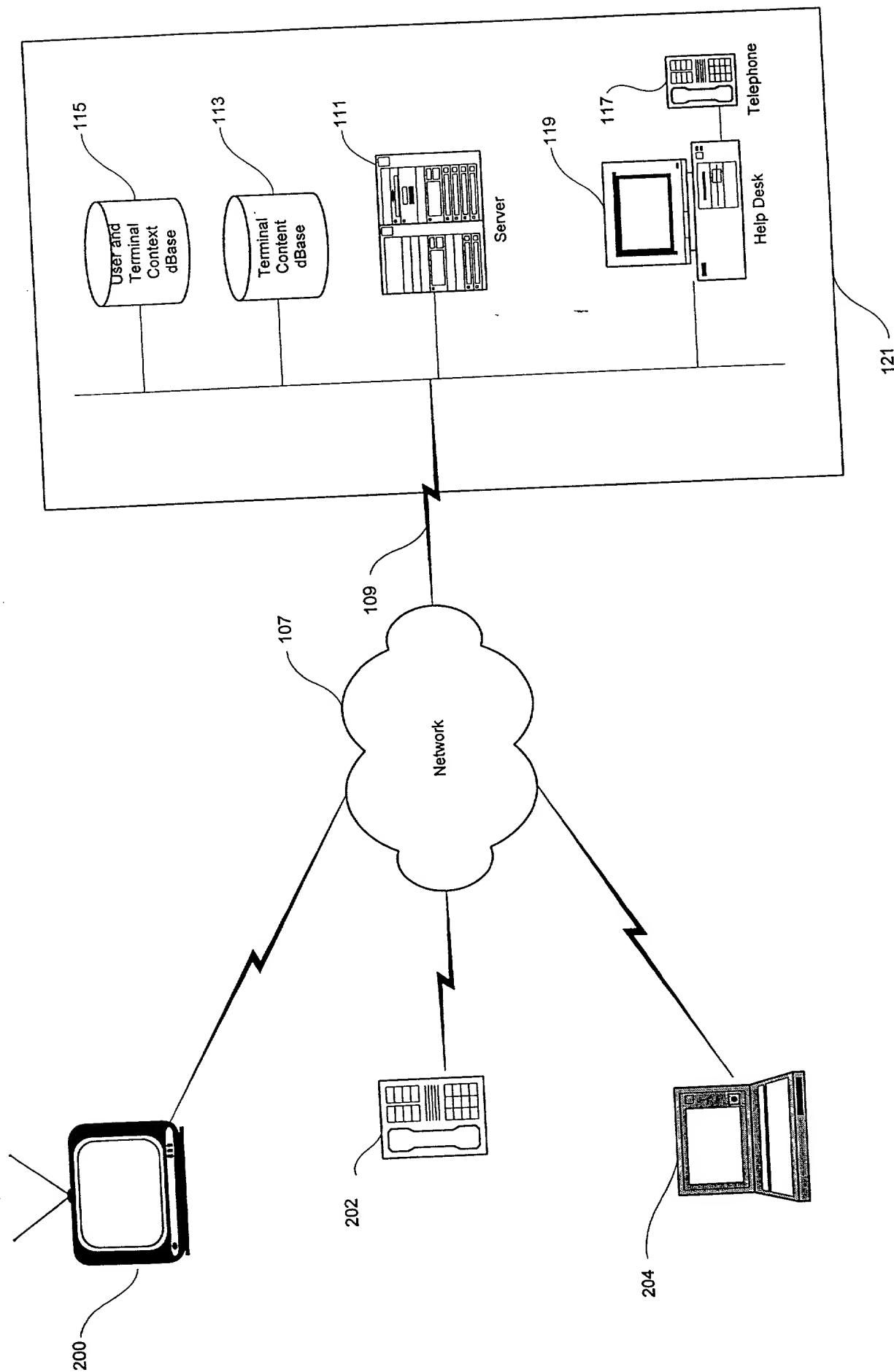


Fig. 3

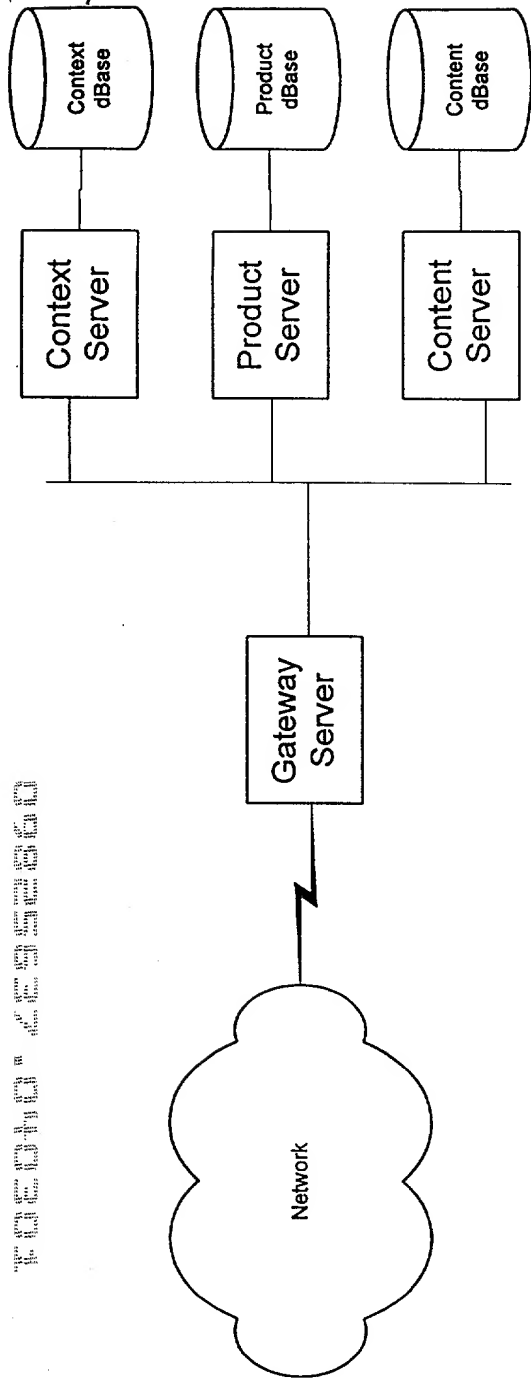


Fig. 4

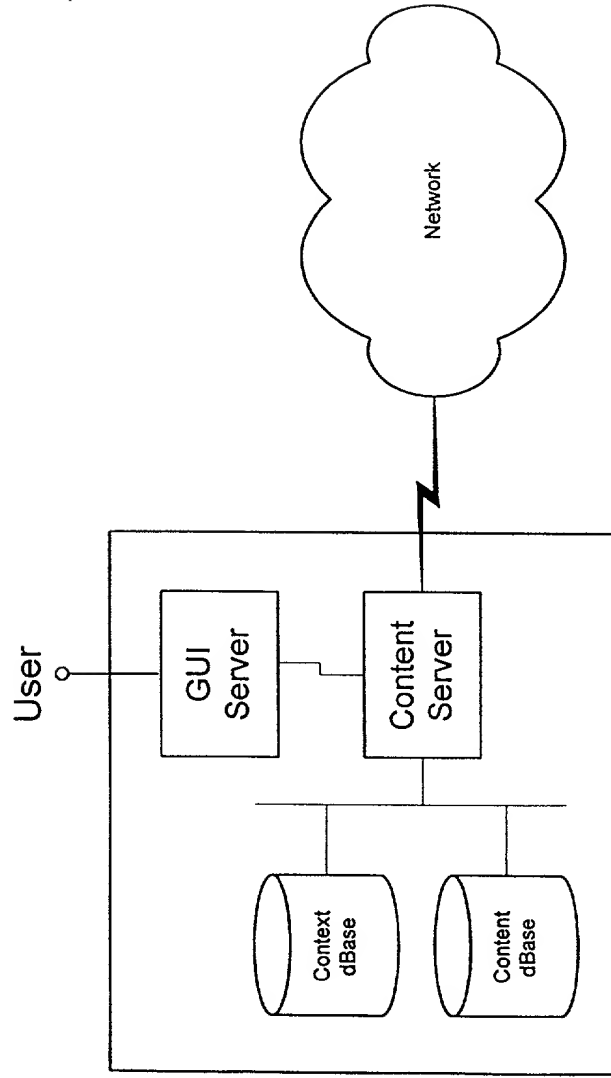


Fig. 5

Sample Geographic Context Database Record

term. #	type	address	1	1.1	1.2	1.3	2	2.1	2.1.1	2.1.1.2	2.1.1.2.1	2.1.1.2.2	2.1.1.3	2.2	2.2.1	2.2.2	3	3.1	3.1.1	3.1.2
0001	kiosk	123 Main	0	0	0	0	6	5	6	0	0	0	10	0	0	4	6	10	10	8
0002	kiosk	1 12 th st.	0	0	0	0	5	5	0	0	3	3	1	0	0	0	6	6	9	7
0003	table	HMS LA	2	2	5	4	0	0	0	0	0	0	-5	-5	-9	-10	-8	6		
0004	kiosk	17 South	2	3	5	0	0	0	0	5	5	0	0	2	5	4	0	0	0	0
0005	ATM	1 Wall St	1	0	2	3	4	3	5	4	-5	-5	-9	-10	-8	6	6	0	1	0

... table continued

term. #	type	address	3.2	3.2.1	3.2.2	3.2.2.1	3.2.2.2	3.3	3.4	3.4.1	3.4.1.1	3.4.1.2	3.4.2	3.4.3
0001	kiosk	123 Main	0	0	0	0	0	0	2	2	1	1	5	5
0002	kiosk	1 12 th st.	-5	-5	-9	-10	-8	6	7	6	2	2	3	2
0003	table	HMS LA	0	0	0	0	5	5	0	0	0	0	0	0
0004	kiosk	17 South	0	1	0	0	0	0	5	8	8	9	8	7
0005	ATM	1 Wall St	1	0	0	0	1	8	-4	-3	-7	-5	-2	-4

Fig. 6

Sample User Context Database Record

user #	name	address	1	1.1	1.2	1.3	2	2.1	2.1.1	2.1.1.2	2.1.1.2.1	2.1.1.2.2	2.1.1.3	2.2	2.2.1	2.2.2	3	3.1	3.1.1	3.1.2
0001	J. Smith	53 Main	0	0	0	0	5	5	5	5	5	5	5	8	9	9	6	7	8	6
0002	M. Jones	none	5	5	7	7	1	1	2	2	4	2	10	0	0	0	0	0	0	0
0003	B. Abe	11 12th	-7	-7	-7	-8	6	6	6	5	4	8	8	4	5	4	0	0	0	0
0004	T. Paul	none	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	8	8	8
0005	R. Wu	none	-5	-5	5	-5	0	0	0	0	0	0	0	0	0	0	5	6	4	0

... table continued

user #	name	address	3.2	3.2.1	3.2.2	3.2.2.1	3.2.2.2	3.3	3.4	3.4.1	3.4.1.1	3.4.1.2	3.4.2	3.4.3
0001	J. Smith	123 Main	0	0	0	0	0	0	0	0	0	0	0	0
0002	M. Jones	none	0	0	0	0	0	0	0	0	0	0	0	0
0003	B. Abe	11 12th	1	1	1	2	1	1	-5	-5	-5	5	-5	-5
0004	T. Paul	none	0	0	0	0	0	0	0	0	0	0	0	0
0005	R. Wu	none	1	0	0	0	0	0	0	0	0	0	0	0

Fig. 7

Sample Content Database Record

file name	1	1.1	1.2	1.3	2	2.1	2.1.1	2.1.1.1	2.1.1.2	2.1.1.2.1	2.1.1.2.2	2.1.1.3	2.2	2.2.1	2.2.2	3	3.1	3.1.1	3.1.2
bud_ad	6	7	7	7	2	4	3	0	0	0	0	6	6	6	-3	0	6	1	2
sports_scores	10	10	10	10	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0
Napa_tours	0	0	0	0	7	6	8	2	2	2	2	10	3	3	5	7	10	10	10
Beluga_Caviar_ad	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	7	7	7
Napa_micro_beer	8	8	8	8	7	7	7	0	0	0	0	9	2	4	0	6	5	5	5

... table continued

file name	3.2	3.2.1	3.2.2	3.2.2.1	3.2.2.2	3.3	3.4	3.4.1	3.4.1.1	3.4.1.2	3.4.2	3.4.3	Source Location	Delivery Location
bud_ad	8	8	8	10	9	0	-3	-3	-3	-3	-3	-3	4	1
sports_scores	6	6	6	6	6	0	0	0	0	0	0	0	0	0
Napa_tours	5	6	0	0	0	0	0	0	0	0	0	0	1	1
Beluga_Caviar_ad	0	0	0	0	0	10	0	0	0	0	0	0	3	2
Napa_micro_beer	9	10	8	8	8	0	-3	-3	-3	-3	-3	-3	1	1

Fig. 8

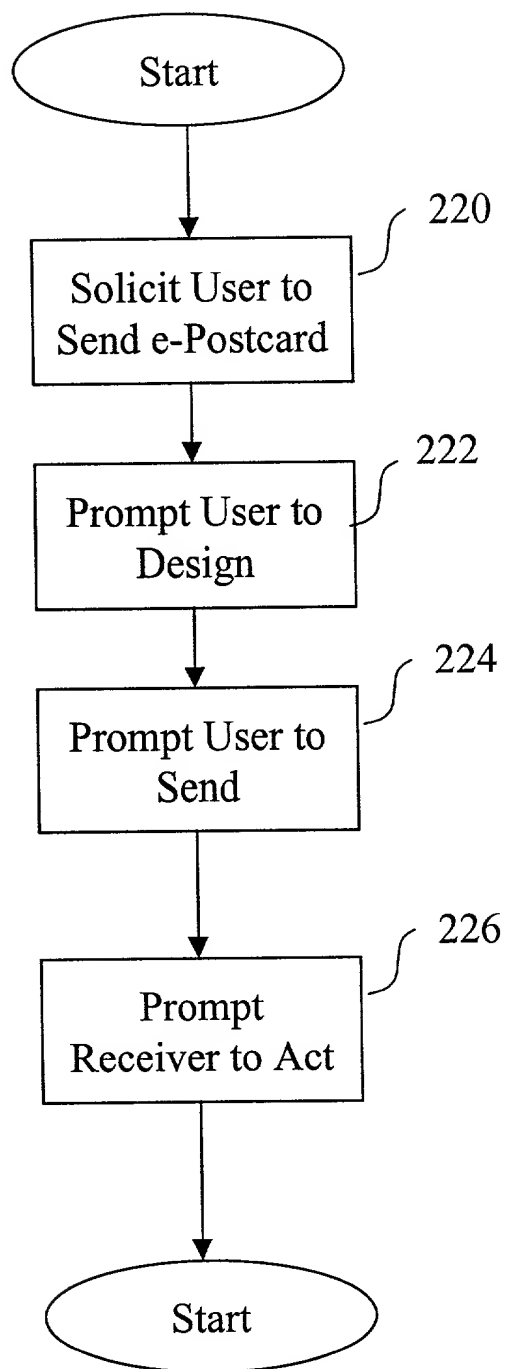


FIG. 9

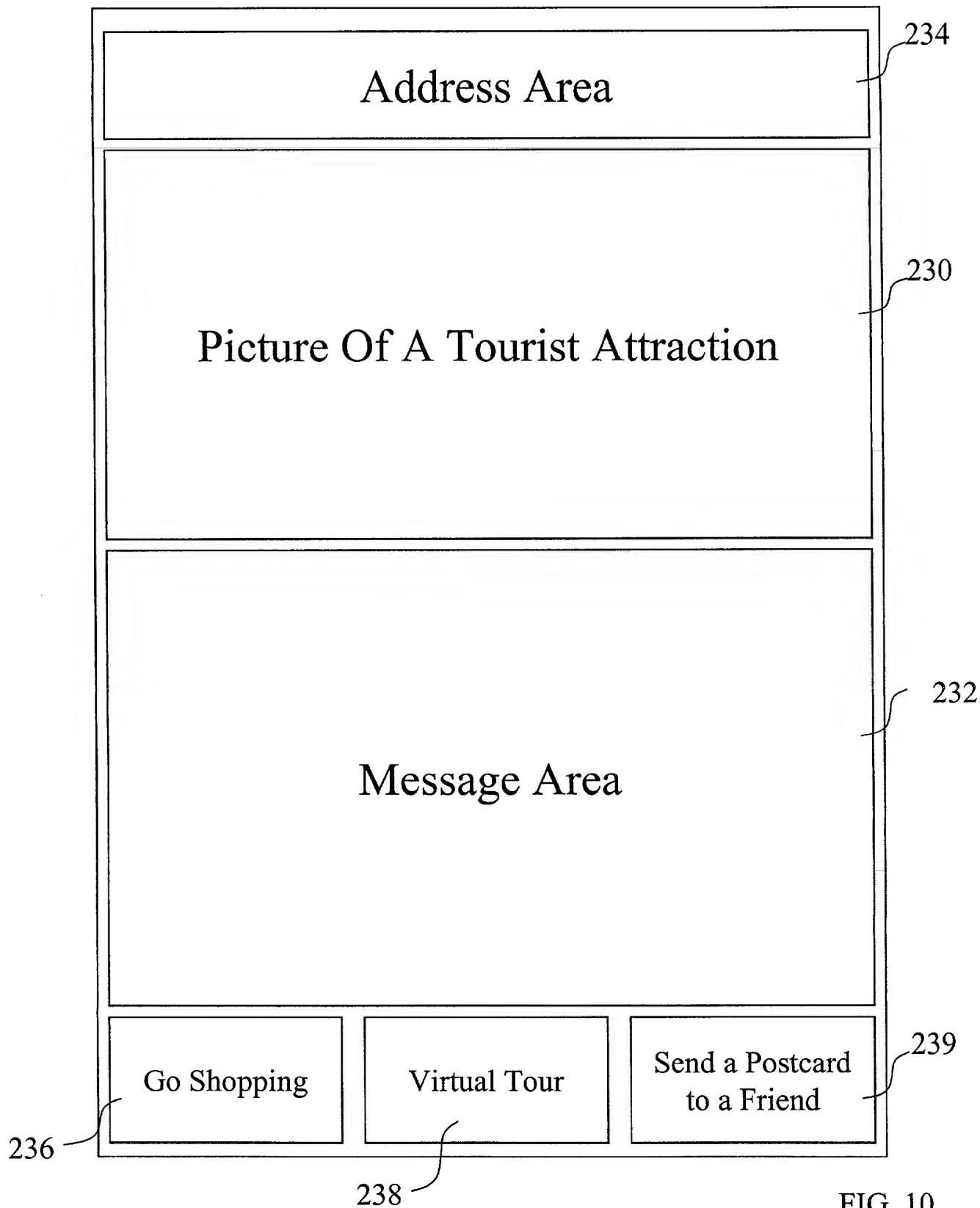


FIG. 10

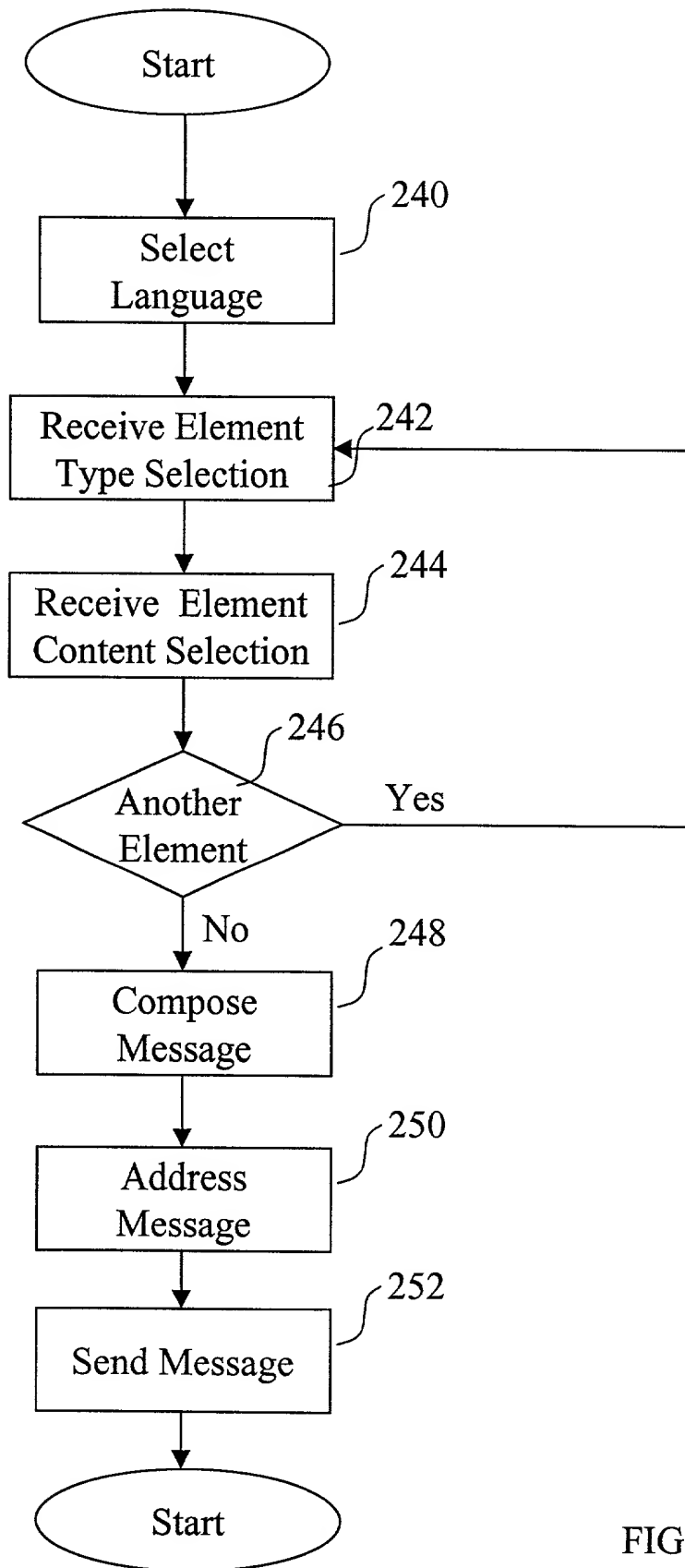


FIG. 11